

## Message Text

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PAGE 01 TOKYO 03938 270724Z

14-11

ACTION EA-10

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UNCLAS TOKYO 3938

FOR OIM/WELCH

E.O. 11652: N/A  
TAGS: BEXP, JA  
SUBJECT: AUGUST OCEAN/MARINE INSTRUMENTATION EXHIBITION

REF: (A) USDOC 04413, (B) EXHIBIT PLAN SUMMARY, (C) PMM MARKET

RESEARCH REPORT SEPT 1973, (D) A.T. KEARNEY MARKET RESEARCH  
NOV 1974, (E) TC CATALOG FOR OCEANOGRAPHIC, SHIPBUILDING AND  
MARINE EQUIPMENT AND INSTRUMENTATION EXHIBITION FEB 1971,  
(F) TC CATALOG FOR SHIPYARD AND MARINE EQUIPMENT EXHIBITION  
JUNE 1968, (G) '73 IMPORT MACHINERY GUIDE JAPAN, (H) LIST OF  
FOREIGN MANUFACTURERS OF IMPORTED SHIP MACHINERY AND  
EQUIPMENT PREPARED BY JAPAN SHIPBUILDERS ASS'N JUNE 1972.

1. TO COMPLY WITH REF (A) TC HAS REVIEWED REFS (B) THRU (H)  
AND CONCLUDES THAT MARKET SHARE FOR AMERICAN FIRMS  
SUBJECT THEME REPRESENTED JAPAN CANNOT BE DETERMINED  
WITHOUT CONDUCTING IN-DEPTH SURVEY WHICH WOULD REQUIRE  
EXCESSIVE TIME, IS PRESENTLY BEYOND POST RESOURCES, AND  
WOULD BE OF QUESTIONABLE VALUE EVEN IF UNDERTAKEN.  
CONSEQUENTLY TC BASES NOMINATIONS OF MFGERS FOR OIM  
"SPECIAL SOLICITATION" ON REPUTATION, APPEARANCE IN TRADE  
PUBLICATIONS, AND PARTICIPATION PAST EXHIBITIONS AS  
DETERMINANT INDICATORS OF PROMOTIONAL VALUE OF AUGUST  
EXHIBITION. RECOMMENDED U.S. COMPANIES ARE: (1) AERO-  
MARITIME, (2) CHESAPEAKE INSTRUMENT, (3) GAMLEN CHEMICAL,  
(4) HEWLETT-PACKARD, (5) HONEYWELL, (6) LEBUS INTL ENG,  
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PAGE 02 TOKYO 03938 270724Z

(7) MARQUARDT CORP, (8) RADIOMARINE, (9) RAYTHEON, (10) SPERRY

RAND, (11) TRACOR, (12) TRW.

2. FOR FUTURE SELECTION FIRMS IN SPECIAL SOLICITATION CATEGORY, RECOMMEND OIM PROVIDE MINIMUM TWENTY LEADING AMERICAN MANUFACTURERS FOR SHOW THEME IN QUESTION BASED ON PLANS OFFICER DISCUSSIONS WITH KNOWLEDGEABLE U.S. ASSOCIATIONS, TRADE PUBS, AND BDC EXPERTS. TC AND ECON/ COMM'L SECTION CAN THEN REVIEW THEIR ACCEPTANCE IN MARKET, ASSESS VALUE TO SHOW AS PROMOTIONAL BELLWETHER EXHIBITORS, AND MAKE FINAL RECOMMENDATION OF THOSE MERITING SPECIAL TREATMENT BY OIM IN SOLICITATION.

3. RECOMMEND IDENTIFICATION LEADING MFGERS AND MARKET SHARE OF EACH BE INCLUDED AS SPECIFICATION ON FUTURE MR CONTRACTS, IF SPECIAL SOLICITATION IN MANNER DESCRIBED WELCH/STRONG LTR 5 MARCH IS TO CONTINUE. HOWEVER, POST EXPECTS ADDITION SUCH SPECIFICATION WOULD INCREASE RESEARCH COSTS APPRECIABLY. ALSO, BELLWETHER FIRM AS PERCEIVED BY POST MAY IN SOME CASES BE RELATIVELY NEW EXPORTER WITH NO OR SMALL MARKET SHARE THAT HAS RECENTLY ACHIEVED TECHNOLOGICAL BREAKTHROUGH EXCITING INTEREST EXHIBITION HOST COUNTRY AND MIGHT THEREFORE BE OF GREATER ASSISTANCE IN PROMOTION THEN ESTABLISHED FIRM BOASTING LARGE MARKET SHARE.  
SHOESMITH

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